

CONNECTING THE DOTS WITH LOCATION DATA

Marina Kitgor, Regional Vice President, Factual

confidential

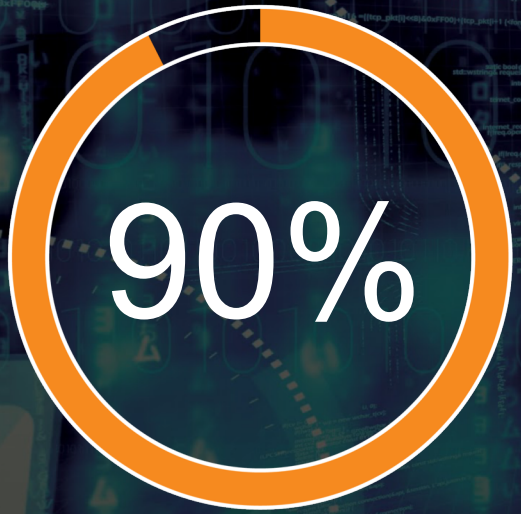
1 **HOW LOCATION RESOLVES DATA CHALLENGES**

2 SOURCING LOCATION DATA

3 AARP CASE STUDY

4 Q&A

DATA IS THE FUEL THAT DRIVES MODERN MARKETING



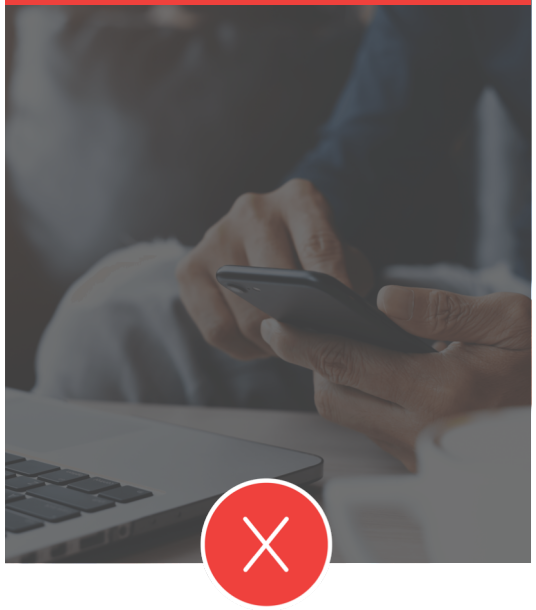
Over 90% of advertisers use some type of online data to target their ads.

All services are subject to applicable law, regulation, and restrictions. Not all services may be available in all regions.

Source: Salesforce, Digital Advertising 2020 Report, January 2018

BUT MARKETERS STILL FACE DATA CHALLENGES

Data is siloed.



True intent is difficult to infer.



Data lags.



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LOCATION DATA OVERCOMES THESE CHALLENGES

Bridges the offline + online worlds.



The strongest intent signal.



Really real-time.



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LOCATION DATA DELIVERS UNPARALLELED PERFORMANCE



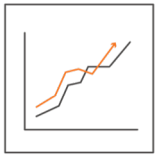
Understand your customers

77% of advertisers say location data provides deeper knowledge of customers' needs and interests.



Engage your customers

83% of advertisers say location data drives higher response rates and higher customer engagement.



Drive revenue

Advertisers say location-based advertising produced growth in their customer base (85%), improved ROI for their ad campaigns (74%), and increased lift (70%).

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Source: Lawless Research, *Factual Location Based Marketing Report*, Q1 2018

COMING SOON: FORRESTER ROI RESEARCH

FORRESTER®

Forrester Total Economic Impact™

Factual commissioned Forrester Consulting to conduct a Total Economic Impact™ study and examine the potential return on investment (ROI) from Factual location data.

For all the details, join our MMA Webinar on November 6th!

Return On Investment

202%



HIGHEST QUALITY DATA



LARGEST REACH



DATA-DRIVEN OPTIMIZATION

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FORRESTER ROI RESEARCH PREVIEW

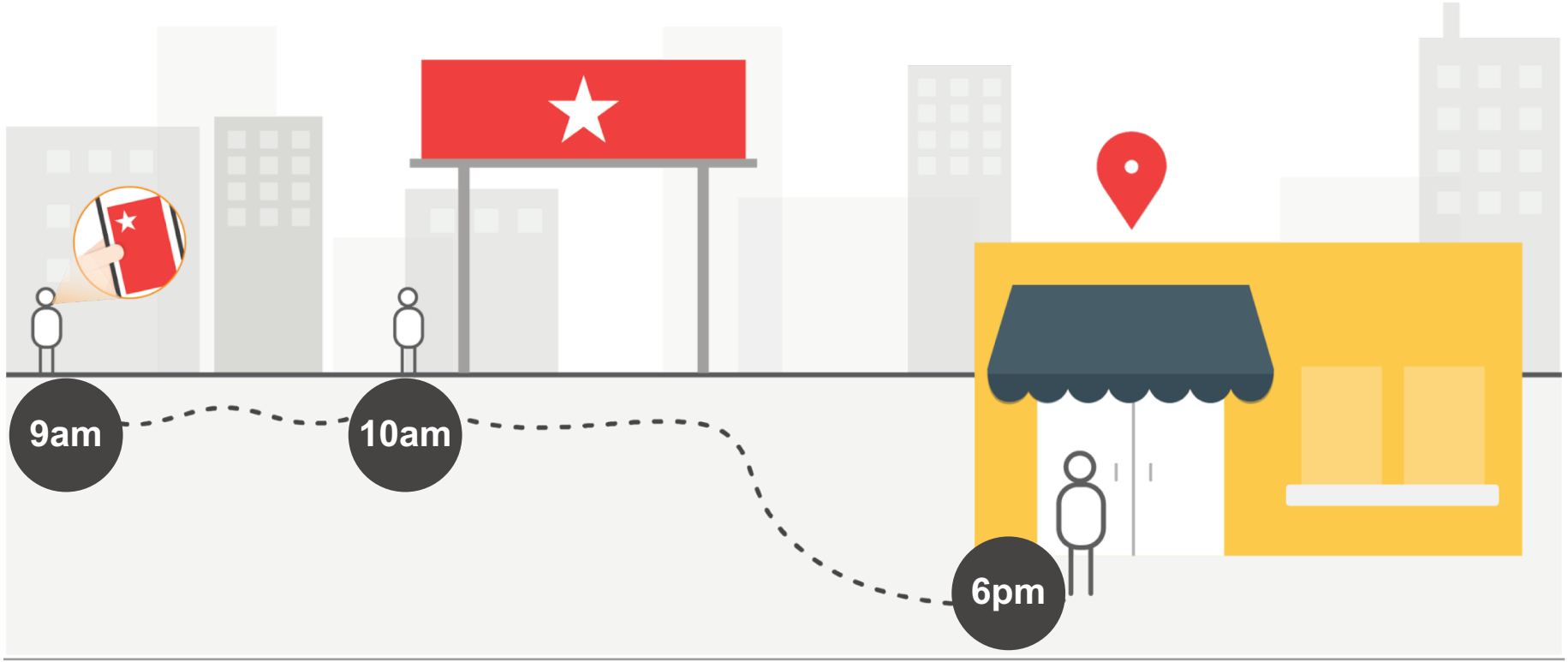
FORRESTER®

"We constantly had to educate many of our clients that click-through-rates (CTR) can be sometimes five to seven times higher on a mobile device than desktop CTRs, but that doesn't necessarily translate to results."

– Director of Activation, Media Agency

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LOCATION DATA ENABLES CLOSED-LOOP MEASUREMENT



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MOST IMPORTANT FACTORS WHEN SOURCING LOCATION DATA









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MOST IMPORTANT FACTORS WHEN SOURCING LOCATION DATA



HIGHEST QUALITY

NEUTRALITY

FLEXIBILITY

TRANSPARENCY

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NOT ALL DATA IS CREATED EQUAL





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Source: Lawless Research, *Factual Location Based Marketing Report*, Q1 2018

DATA HAS A QUALITY PROBLEM

Data quality is marketers' **#1 consideration**



Data quality is marketers' **biggest pain point**

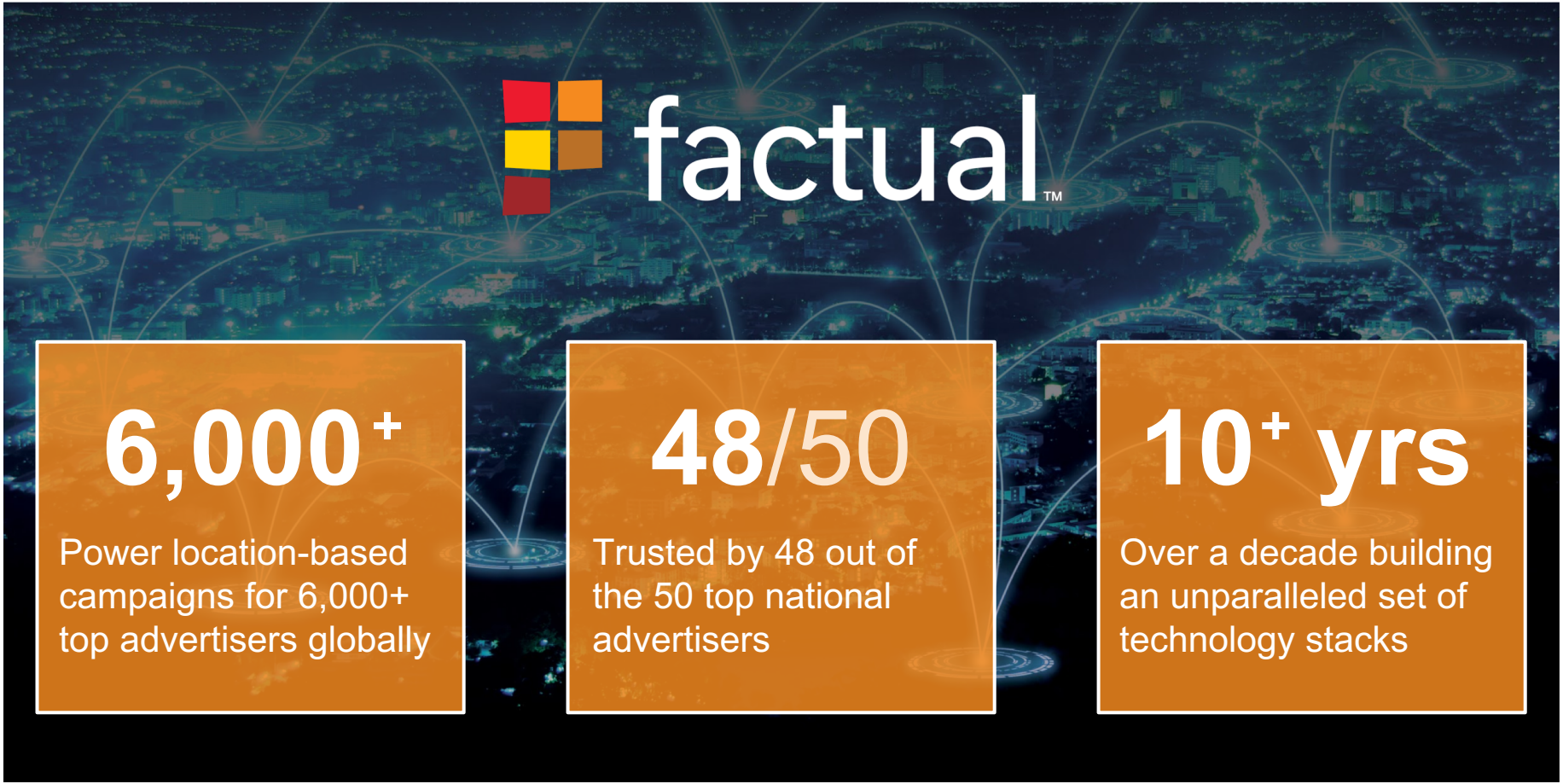


Much quality data is trapped inside **walled gardens**

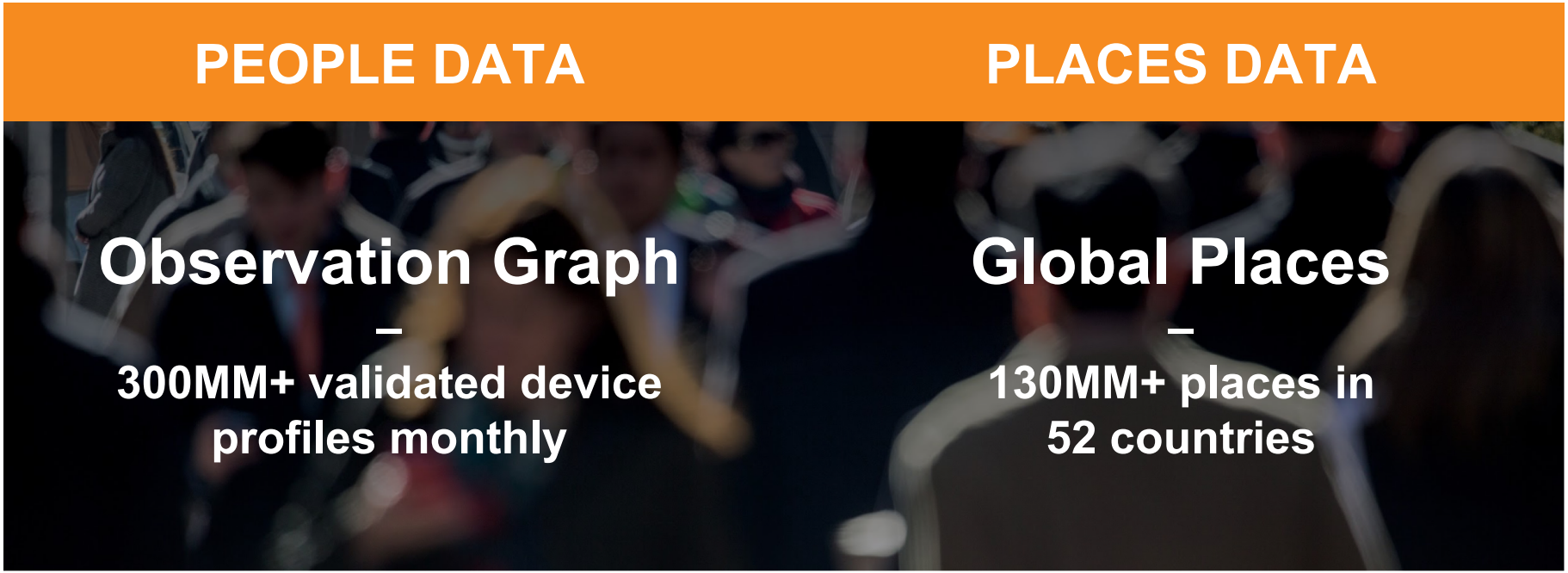


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factual™
6,000+
Power location-based campaigns for 6,000+ top advertisers globally
48/50
Trusted by 48 out of the 50 top national advertisers
10+ yrs
Over a decade building an unparalleled set of technology stacks

FACTUAL IS THE MOST TRUSTED DATA ON PEOPLE AND PLACES WORLDWIDE



FORRESTER ROI RESEARCH PREVIEW

FORRESTER®

"We A/B test different types of data providers quarterly, starting with other types of programmatic buys and then more specifically for location data... location-based targeting with Factual data showed better KPI results than our other location partner and that's how we settled on Factual."

– Client Success Manager, Global Media Agency

"It's hard to define accuracy these days, but I generally correlate superior campaign performance with accuracy. The Factual segments of our current campaign are doing genuinely well, and if that's the case, then the data is accurate"

– Buying Supervisor, Media Agency

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"We like that Factual doesn't have a media offering; they're strictly a data company. A lot of the other partners try to sell you their audience data but they also want you to buy their media and run on their media network. Their report will show their media on their network is the strongest performing. That's like they grading their own homework."

– Data Sciences Lead, Media Agency

MOST IMPORTANT FACTORS WHEN SOURCING LOCATION DATA









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FORRESTER ROI RESEARCH PREVIEW

FORRESTER®

An agnostic approach… gave brands easy integration into most all DSPs and DMPS. With easy integration… organizations found that they were able to glean insights much faster.

The lack of lock-in to specific media providers gave marketers the opportunity to assess quickly if they needed to switch on a tactical or strategic level if needs changed.

"With Factual, we're seeing data every day. Everything is coming into the DSP properly. Conversion and store visits information was flowing in daily… Whereas for competing data providers, campaign results were delivered weeks later."

– Marketer

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FACTUAL & XAXIS HELP THE AARP IN THEIR FIGHT AGAINST SENIOR HUNGER

CHALLENGE

The AARP sought to drive awareness of their fight against senior hunger in order to recruit volunteers to help pack nutritious meals for food-insecure seniors in Virginia and the Chicago metro area.



FACTUAL & XAXIS HELP THE AARP IN THEIR FIGHT AGAINST SENIOR HUNGER

SOLUTION

Xaxis developed an innovative targeting strategy and partnered with Factual for precise targeting based on real-world data.

Using Factual's **Geopulse Audience**, Xaxis designed highly-customized audiences, including charitable seniors.

Geopulse Proximity enabled custom, granular geofences to reach visitors to charities and veteran community centers in real time.



FACTUAL OUTPERFORMS FOR AARP

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RESULTS

STRONG RESPONSE METRICS

Factual targeting resulted in a 0.22% CTR — **over 1000% higher** than all other targeting line-items.



QUALIFIED USERS

The AARP saw increased participation in the meal packing events and improved awareness.



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READY TO GET STARTED?

Get tailored campaign targeting recommendations
at no additional charge.

Email strategy@factual.com

